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BOARD OF DIRECTORS MEETING AGENDA

Wednesday, April 21

Norman Chamber of Commerce, 115 East Gray Street, 9:00 a.m.

Action Items:

- I. Minutes
Action: Consider approval of March NCVB Board meeting minutes.
- II. Financials
Action: Consider receiving March financials and filing for audit.
- III. March Financial Report and Financial Matters
Action: Consider receiving March financial report and approving financial matters as outlined in Treasurer's financial report.
- IV. Bid Fee Policy
Action: Consider approval of Bid Fee Policy.
- V. Amtrak/Heartland Flyer
Action: Consider approval of letter of support for passenger rail expansion.

Discussion Item:

- VI. Quality Events Act
- VII. Lifestyle Guide
- VIII. Reporting to City
- IX. City Issues
- X. Branding Initiative

Reports:

- XI. Sales Report
- XII. Key Indicators
- XIII. Key Initiatives
- XIV. City Issues
- XV. Developments
- XVI. Partner Reports

Adjourn: 11:00 a.m.

MISSION: *The Norman Convention and Visitors Bureau exists to promote the city, to attract overnight meeting, convention, sport and tourism business to the community, and to enhance and contribute to the overall identity and economic well-being of the city.*

The NCVB is the official destination marketing organization promoting Norman as a convention, sports and tourism destination. Annually Norman realizes in excess of \$138 million new dollars to our community through tourism.

BUREAU CALENDAR NOTES

Marketing Task Force, Tuesday, April 27, 4:00 p.m., CVB Conference Room

Finance Task Force, Tuesday, May 4, 4:00 p.m., CVB Conference Room

Organization Development Task Force, Thursday, May 6, 4:00 p.m., CVB Conference Room

Norman CVB Executive Committee, Wednesday, May 12, 8:30 a.m., CVB Conference Room

OTIA Spring Educational Seminar, Thursday, May 13, 11:30 a.m., OKC Zoo

Norman CVB Board of Directors Meeting, Wednesday, May 19, 9:00 a.m., Embassy Suites

FESTIVALS / EVENTS*

89er Day Wagon Train Round-up, 6-10 pm, April 23, Cleveland County Fairgrounds

Hillsong in Concert, April 23, Lloyd Noble Center

Norman Roundup Club Open Rodeo, April 23-24, Robinson and 60th

Lions Club Carnival, April 23-25, downtown

Big 12 Women's Golf Championship, April 23-25, Jimmie Austin OU Golf Club

89er Day Parade, 10 a.m., April 24, Main Street to Crawford Street

89er Day Bluegrass Music Festival and Chili Cook-off, 12-6 pm, April 25, Ruth Updegraff Park

Norman Music Festival, April 24-25, downtown

Dustbowl Arts Market, 11 am-5:30pm, April 25, downtown

May Fair Arts Festival, April 30-May 2, Andrews Park

Sam Noble Museum 10th Anniversary, May 1-2, 2401 Chautauqua Ave.

“Chocolate” at Sam Noble Museum, opens May 15, 2401 Chautauqua Ave.

For more, please check www.visitnorman.com

*Events are provided to allow board members the opportunity to attend and give CVB “presence” at local events.